

# ENTREPRENEURSHIP

## ATLANTIC

FALL 2000

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Atlantic Canada's Entrepreneurship Development Newsletter

## ATLANTIC CANADA RECOGNIZES

## Entrepreneurs of the Year

**C**raig L. Dobbin, Chairman and Chief Executive Officer of the Newfoundland-based CHC Helicopter Corporation, was recently recognized as Atlantic Canada Entrepreneur Of The Year (EOY) for the year 2000.

Mr. Dobbin was among ten award recipients honoured at the annual ceremony held in mid-October. In addition to EOY, he was recognized for exceptional entrepreneurial achievements in the helicopter transportation industry. He started in the industry in 1977, realizing the market potential of rotor aircraft transportation for government, construction and offshore development. He went public 10 years later and today heads a leading global helipcopter services company with more than 2,800 employees and a fleet of 320 aircraft in 21 countries.

"Craig Dobbin has parlayed his entrepreneurial excellence into a formidable aviation transportation firm," says John Carter, Program Director, Atlantic Canada Entrepreneur Of The Year and Local Managing Partner, Ernst & Young, Atlantic Canada. "His commitment and drive for success is the power behind this company which has grown to international proportions. Craig exemplifies Canadian entrepreneurship at the international level and serves as an example for Atlantic-based entrepreneurs who follow in his footsteps."

Mr. Dobbin was recognized at the national EOY awards, held in Ottawa November 1, where he represented Atlantic Canada.

Entrepreneurs were also recognized in each of seven nomination categories. "This year's finalists represent the variety of entrepreneurial excellence that can be found across the region," adds Carter.

"The talent of these finalists ranges from traditional sectors of manufacturing to more modern sectors like high-tech Internet technology."

The winner in the category Business Services was Kirk A. Bavis, Enerplan Consultants Ltd., Moncton, NB. Enerplan provides professional energy efficiency consultations and customized energy

Secunda also provides salvage, tug and barge and cargo-liners as well as under-water fibre-optic cable laying. Mr. Smithers was also recognized at the national EOY awards, receiving a special citation for Entrepreneurial Leadership.

The winner in the category Business to Consumer – Products & Services was Wayne Gray, Vogue Optical, Charlottetown,



solutions. Mr. Bavis started his company in 1981, drawing on his experience as a professional engineer and the opportunity to assist companies to improve energy management. Enerplan is one of the fastest-growing businesses in Atlantic Canada.

The winner in the category Business to Business – Products & Services was Fred Smithers, Secunda Marine, Dartmouth, NS. Mr. Smithers established his company in 1982, at the height of Atlantic Canada's offshore oil boom, to provide marine support for oil exploration and development. The company diversified over the years by tapping opportunities in international markets and now has more than 500 employees and 18 vessels.

PEI. A 35-year veteran of the optical industry, Mr. Gray and his wife, Doreen, opened the first Vogue Optical store in 1984. Dedicated to providing customers with quality products and services, Mr. Gray and his team of employees have grown to include 44 locations in six provinces. Thanks to state-of-the-art equipment, Vogue Optical efficiently produces top-quality lenses and has been able to continue its policy of providing customers with a "second pair free."

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# Entrepreneurs of the Year

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The winner in the category Manufacturing – Consumer was Robert Zildjian, Sabian Ltd., Meductic, NB. When he established Sabian in 1982, Mr. Zildjian drew on a family tradition for manufacturing cymbals of superior quality dating back to the 17th century. His company now exports its product – many of them hand-hammered – to 120 countries. Many of the world's most accomplished and successful musicians use Sabian products. Drawing on his rich family heritage and the unsurpassed craftsmanship of his employees, Mr. Zildjian oversees the ongoing commitment to customer satisfaction and the continued growth of his company.

The winners in the category Manufacturing – Industrial were André Isabelle, Marcel Gauthier & Gérard Charest, Plancher Héritage Flooring Ltée/Ltd., Kedgwick, NB. The desire to start a hardwood flooring business first came to André Isabelle in 1981, but he was unable to find adequate investment. When Gérard Charest and Marcel Gauthier pursued the idea in 1985, they drew on Mr. Isabelle's vision. The partners grew the business significantly by exporting to Asia's growing markets and, during the Asia recession of the mid-1990s, successfully targeted new markets including the US and Europe. Adaptability and vision have helped to make Heritage Flooring Atlantic Canada's leading manufacturer of hardwood flooring strips.

The winner in the category Technology & Software Services was Jon Manship, Spielo Gaming International, Dieppe, NB. Spielo products debuted in 1990 when the team unveiled the first video lottery terminal built in Atlantic Canada. Specializing in the design and manufacture of gaming products, Spielo has a flexible and adaptable product line which has contributed to the company's success in markets in Canada, the US, Sweden and the Netherlands. Mr. Manship has guided the growth of his company which now has 165 employees with facilities in New Brunswick, Quebec and the US.

The winner in the category Young/Emerging was Tanya Shaw Weeks, Unique Patterns Design Ltd., Dartmouth, NS. Launched in 1994, this is the first company in North America to provide customized, computerized clothing patterns for women. Ms. Shaw Weeks built on this innovation by developing a unique, interactive system – a virtual fitting room – called Virtually Yours Inc. This business enables women to visit an in-store kiosk where they can have their photos taken and enter their body measurements. Customers may then select

clothes using a wide range of parameters and actually see on screen how they look in the fashions and colours. These companies are poised for further significant growth.

The Entrepreneur Of The Year® program was founded by Ernst & Young and co-sponsored by Ernst & Young, Canadian Business magazine, BMO-Nesbitt Burns and the Global Television Network, along with regional sponsors Atlantic Canada Opportunities Agency and Atlantic Progress magazine. (Visit [www.eoy.ca](http://www.eoy.ca) for more information about the EOY program.)

The judging panel for 2000 included: Peter Forton, President, ACF Equity Atlantic; Bill Wells, President, Newfoundland & Labrador Hydro; Fred Morash, President (retired), Island Telecom; Dr. John Sears, School of Business (retired), St. Francis Xavier University; Dr. Elizabeth Parr-Johnston, President, University of New Brunswick; and David Hastings, CFO, Sable Offshore Energy Incorporated. 

## Congratulations to the finalists!

BUSINESS SERVICES		
Kirk A. Bavis	Enerplan Consultants Ltd. (Professional Energy Efficiency Consultants)	Moncton, NB
Peter Hendrickson	Tour Tech East Limited (Sound, Lighting, Staging Sales and Rentals)	Dartmouth, NS
William Lydon & Andrew Lynch	Lydon Lynch Architects Limited (Architectural Services)	Halifax, NS
François Savoie	Connections Productions (Independent TV Production)	Moncton, NB
BUSINESS TO BUSINESS - PRODUCTS & SERVICES		
Maurice Doucet	Maritime Beauty Supply (Wholesale Beauty Supplies)	Halifax, NS
James (Jim) G. Ritcy	Dominion Diving Limited (Underwater Diving Services and Remote Vehicle Operation)	Dartmouth, NS
Fred Smithers	Secunda Marine (Marine Support Services including Specialized Vessels)	Dartmouth, NS
BUSINESS TO CONSUMER - PRODUCTS & SERVICES		
Jeannette Arsenault & Don Maxfield	Cavendish Figurines Ltd. (Manufacture of Fine Earthenware Anne of Green Gables Figurines)	Borden-Carleton, PEI
Suzanne Amos & Greg Amos	Amos Pewterers Limited (Design and Manufacture of Pewter Holloware, Jewellery & Giftware)	Mahone Bay, NS
Wayne D. Gray	Vogue Optical (Wholesale and Retail Optical Sales)	Charlottetown, PEI
MANUFACTURING - CONSUMER		
Michael R. Bolster	Christmas Mountains Mfg., Inc. (Manufacture of Christmas Tree Stands and Accessories)	Perth Andover, NB
Henry Endres	Annapolis Valley Peat Moss Company Limited (Manufacture and International Sales of Peat Moss Products)	Berwick, NS
Robert Zildjian	Sabian Ltd. (Cymbal Manufacture)	Meductic, NB
MANUFACTURING - INDUSTRIAL		
Gilles Chouinard	León Chouinard & Fils & Dynamic Transport (Manufacture of Housing Components, Prefabricated Housing and Transportation of General Merchandise)	Eel River Crossing, NB
André Isabelle, Marcel Gauthier & Gérard Charest	Plancher Héritage Flooring Ltée/Ltd. (Hardwood Flooring Manufacture and Sales)	Kedgwick, NB
Joseph P. Landry	Cape Bald Packers Group of Companies (Cape Bald Packers: Fish Processing, Downeast Plastics: Manufacture of Expanded Polystyrene Foam Containers)	Cap-Pelé, NB
TECHNOLOGY & SOFTWARE SERVICES		
David J. Grace	Nautel Limited (Manufacture of Radio Transmitters for Navigation and Communications)	Hackett's Cove, NS
Jon Manship	Spielo Gaming International (Design and Manufacture of Gaming Products)	Dieppe, NB
Ken Reimer	LearnStream Inc. (Custom Courseware Design)	Fredericton, NB
YOUNG/EMERGING		
Jeffrey A. Campbell	Core Networks Inc. (Software Development)	Halifax, NS
Bob Rybak	Whitehill Technologies, Inc. (Software Development and Implementation)	Moncton, NB
Tanya Shaw Weeks	Unique Patterns Design Ltd. (Computerized Customized Women's Clothing Patterns)	Dartmouth, NS

# ENTREPRENEURSHIP ATLANTIC

Atlantic Canada's Entrepreneurship Development Newsletter

Entrepreneurship Atlantic is published by the Atlantic Canada Opportunities Agency for the benefit of professionals and individuals dedicated to the development of entrepreneurship in the Atlantic Region.

Entrepreneurship Atlantic is published under the direction of: **Robert K. Smith**, Director, Entrepreneurship Development, ACOA

**Editor:** Michael Collicott

Contributors to this issue:

**Tiu Poder, David Fullerton, Suzanne Cyr, Dean Sutherland, Geraldine (Dowling) James, Dan Mosher, Colin MacInnis, Liz Ness, Gary Ryan and Marc-André Chiasson.**

Please send your comments, contributions or subscription requests to the Editor:

Entrepreneurship Atlantic  
ACOA  
644 Main Street  
PO Box 6051  
Moncton NB E1C 9J8

**einfo@acoa-apec.gc.ca**

Tel: 1 800 561-7862, ext. 3800  
Fax: 1 506 851-7403

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Canada

### A Commitment to Sustainable Development

At ACOA we believe that a healthy environment is essential to the development and maintenance of a strong, growing and sustainable economy. We are committed to protecting the environment of this region by setting an example in the environmental management of ACOA's own operations, by promoting sustainable businesses in the Atlantic region, and by advancing the environmental industry sector in Atlantic Canada.



Sustainable

Development

ACOA

# Profile:

## Gary Ryan, Y Enterprise Centre

**A**t this point in time, there might not be a more perfect job for Gary Ryan than the one he has. "I guess maybe it does seem like I was destined to work here," agrees Gary. "All through school and university I thought about owning my business someday. I took all the courses I could manage in marketing, finance and business ownership. I even worked here as a Co-op student during university!"

Gary hasn't made the complete leap into small business yet, but as Director of the Y Enterprise Centre in St. John's, NF, he encourages and enhances the efforts of many other aspiring entrepreneurs. The Y Enterprise Centre is a program of the St. John's YMCA-YWCA which helps people to prepare for the realities of starting and running their own businesses.

"Our goal is to contribute to the success of local entrepreneurs by offering comprehensive business planning services through one-on-one consultations," explains Gary. "We act as coaches – helping our clients to prepare well for life as entrepreneurs. We teach them how to analyze business ideas with an open mind and to determine whether a business opportunity is viable, if there is a definite market, if the idea is affordable or profitable."

The philosophy of the Y Enterprise team is to work toward the betterment of the client. "We want their time with us to be a rewarding experience whether they start a business or not," says Gary. "Our emphasis is always on helping the client to grow. We help YOU to analyze the profitability and potential of an idea. We help YOU to develop a marketing plan. We help YOU to learn how to use your business plan to work effectively with bankers, investors or suppliers."

Since clients come from all walks of life, levels of educational, social and economic backgrounds, the team tailors services to provide the level of guidance that each individual needs. Gary is quick to point out, however, that they are extremely demanding and expect clients to rise to the occasion and do the work themselves. "This is how you learn what business ownership is like. It's the best way to prepare for the real world because you absolutely have to understand as much as possible before venturing into entrepreneurship."

One of 11 such programs in Canada, the Y Enterprise Centre in St. John's receives about 1,200 inquiries a year – ranging from basic introductory questions, to comprehensive planning and, eventually, successful business launches. In addition to his Y Enterprise Centre duties, Gary also manages the Enterprise Olympics for high school students, a privately funded loan program called the Canadian Youth Business Foundation, and a summer



Gary Ryan, Director of the Y Enterprise Centre

project – out of St. John's – called Youth Ventures. He co-manages the Genesis Web, an intranet for rural IT clients.

Originally from Stephenville, Gary graduated from the Commerce program at Memorial University of Newfoundland. He joined the Centre as a business consultant in 1990 and assumed his current position six years later.

"My years here at the Centre have been a blur because the work is so exciting," says Gary. "I love interacting and working with people. It's rewarding to see how much the clients learn, how they prepare to face their challenges, and how they succeed. We see actual results here on a daily basis."

Another perk of his position is the rush of examining new business ideas day after day. "I'm constantly amazed at what you find in the research process. Some of the best sounding concepts often just don't pan out, while some of the most far-fetched ideas can show great potential. That always keeps life fresh and exciting."

*The Y Enterprise Centre is a program of the St. John's YMCA-YWCA with funding from the Atlantic Canada Opportunities Agency and Human Resources Development Canada.*

*Gary Ryan can be reached at Tel: 1 709 739-9933 • Fax: 1 709 726-5231 gary.ryan@ymywca.nf.net*



WEB LINKS

## The BizStop

[www.thebizstop.com](http://www.thebizstop.com)



The BizStop is a useful and appealingly designed Canadian web site that presents screened and analyzed resources from around the Web, mixed with the site's own resources on business topics relevant to the entrepreneur.

The site is organized around a public transit motif, with 11 "routes" to such topics as Business Start-up and Expansion, Customers, Marketing, Presentation Skills, and others. Within each route a standard navigation bar provides links to such "stops" as Training, Mini Courses, FAQs, Talk to Your Peers, Business Tools, Find a Mentor, Links, and Business Glossary.

The standardized organizational design is a big plus, and the information here is substantial, well-selected and clearly documented. There are no blind alleys; you'll get a good idea, before you click on something, what's behind it. There are a lot of Canada-specific resources here, clearly marked with a maple leaf icon. The site was developed with support from business, government and academia.

The BizStop does an excellent job of harnessing the power of Web resources for entrepreneurs.

*From: HBS Working Knowledge  
Harvard Business School (Reprinted with permission)*

The **BizSTOP**  
Taking businesses where they want to go!

Small Business CANADA MAGAZINE Website Award Winner

Small Business Canada Magazine has presented the



# Campus Centres Benefit Students & Communities

It's easy to find people willing to endorse the services of the University Business Development Centres (UBDC). Thousands of potential and active entrepreneurs have taken advantage of the resources and expertise offered through the UBDCs to build successful businesses.

The UBDCs are valuable resources for both university students and entrepreneurial minded people living in and around the communities they serve. Offering both training courses and individual consultations, the UBDCs strive to provide entrepreneurs with the tools they need to succeed in their individual endeavours.

The UBDC teams help people to learn basic business skills and to follow the steps necessary to start out in business – this includes such things as developing a proper business or marketing plan and knowing where to find essential financial information.

Students benefit from the presence of a UBDC on campus. "Business Development Centres act as a 'learning laboratory' for business students. Under the direction of senior consultants and faculty, students apply the analytical tools learned in the classroom to resolve actual

business problems," states Eric Crowell, Director of Saint Mary's University Business Development Centre. "Students also build networks within the community which helps to focus their career aspirations."

By providing entrepreneurs with access to low-cost expertise, the UBDCs have contributed to economic growth in many communities throughout Atlantic Canada. Since 1995, more than 4,000 people in Nova Scotia alone have drawn on the services and expertise of the UBDC teams. These people have started more than 1000 new businesses which have created an estimated 6000 permanent jobs and \$200 million in economic activity.

There are currently five UBDCs in Nova Scotia, based at the universities Acadia, Sainte-Anne, Mount Saint Vincent, Saint Mary's and St. Francis Xavier. There are related chairs at l'Université de Moncton and Memorial University of Newfoundland. These centres are supported through partnerships with ACOA and the respective universities.



UBDCs provide small business owners with personalized, one-on-one business counselling to assist their growth and development.

## MANDATES AND SERVICES

### Acadia Centre for Small Business and Entrepreneurship, Acadia University

The Acadia Centre assists those developing business and marketing plans to find the entrepreneurial path best suited to the individual. It also offers an Internship Preparation Training Program (PTP) designed specifically for people wanting to work as small business counsellors. This program provides the foundation of knowledge, skills and attitude required to enter a professional designation program.

### Centre for Women in Business, Mount Saint Vincent University

Recognizing that women face unique challenges in owning and operating their own businesses, this resource centre offers a variety of services to women entrepreneurs who own, or want to start a small business. The Centre's knowledgeable and experienced staff provide information and assistance through business counselling, training programs, networking events, follow-up support, the promotion of women as entrepreneurs and the sponsorship of research.

### StFX Enterprise Development Centre, St. Francis Xavier University

Serving the needs of entrepreneurs in northern Nova Scotia (and Cape Breton),

this Centre offers individual counselling and courses to assist new and existing businesses, co-operatives and not-for-profit groups. With a focus on sector development, such as the Heritage Skills Apprenticeship Program, the Centre teams young people with skilled artisans in a 12-month apprenticeship program.

### Saint Mary's University Business Development Centre

Located in Halifax, SMUBDC provides a wide range of consulting services to the business community while offering Saint Mary's students experience in the private and public sectors. Services include customized training, marketing, business and strategic plan development, market research and analysis, and other essential services. The Centre has substantial experience in knowledge-based industries, tourism and culture, and international trade.

### Centre Jodrey, Université Sainte-Anne

Centre Jodrey is committed to providing business counsel, advice and training in both official languages to aspiring and existing entrepreneurs, and to introduce students to the realities of starting a business. In so doing, the Centre strives to enhance economic development in

communities throughout south western Nova Scotia.

### Le Centre Assomption de recherche et de développement en entrepreneuriat, Université de Moncton

Le Centre Assomption works to promote research and the development of well trained and prepared entrepreneurs who will make positive contributions to the regional economy. The Centre maintains an active line of communication between the Université de Moncton and businesses particularly in the Acadian communities throughout the Maritimes.

### PJ Gardiner Institute for Small Business Studies, Memorial University of Newfoundland

In addition to assisting with small business management and entrepreneurship courses, the Institute contributes to federal and provincial initiatives. Staff assist small business owners by providing counsel in business planning, market research and product development. The Institute also offers training and resource materials to high school enterprise education teachers, delivers a national entrepreneur training program, and implements accreditation for small business counsellors.

# From the desk of...

Robert K. Smith, Director - Entrepreneurship, ACOA

## Entrepreneurship Education in Atlantic Canada – A Proactive Approach

**S**ince the early 1990s, ACOA, the Atlantic Provinces Education Foundation and other partners have collaborated to enhance entrepreneurship education at all levels of public education, as well as at the college and university levels. This effort has focused mainly on development of entrepreneurship curricula, resources for teachers, educational programs, professional training and student venturing. Curricula currently exist in the K-12 levels of our public school systems, affording opportunities for over 250,000 Atlantic youth to be exposed to entrepreneurship concepts at formative ages.

Our efforts are beginning to bear fruit. For example, recent research indicates that about 60 per cent of young Atlantic Canadians expect to start their own businesses at some time during their lives. The challenge for entrepreneurship developers becomes one of not only continuing to nurture an entrepreneurial mindset among young people, but ensuring that the support is in place to help convert this intent into action.

To this end, ACOA and its partners will soon begin to provide enhanced opportunities for youth to learn about entrepreneurship and to experience it first hand. This means augmenting opportunities for classroom exposure with extracurricular and "hands-on" programming. As they are developed, new initiatives in entrepreneurship education will be featured in future editions of *Entrepreneurship Atlantic*, so please stay tuned.

To learn more about entrepreneurship education in Atlantic Canada, visit our website at <http://www.acoa-apeca.gc.ca/> and follow the links to *Opportunity Trails: An Atlantic-Wide Connection*. 

UNIVERSITY COLLEGE  
OF CAPE BRETON

## Developing Entrepreneurs

**T**he University College of Cape Breton (UCCB) recognizes the important role entrepreneurship plays in the Atlantic economy and now offers several programs with an entrepreneurial twist.

Last academic year, UCCB introduced a concentration in Entrepreneurship as part of the Bachelor of Business Administration degree. This program is designed to address the particular challenges of promoting entrepreneurship in a depleted local economy. By the time they graduate, students will have completed a sophisticated business plan and established a valuable network of business resources (both inside and outside the university). 

**This program was  
one of three finalists  
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Canadian Council for  
Small Business and  
Entrepreneurship as  
the Most Innovative  
Entrepreneurial  
Programs offered ...**

This program was one of three finalists recognized by the Canadian Council for Small Business and Entrepreneurship as the Most Innovative Entrepreneurial Programs offered at the university level. UCCB hopes to make this concentration available to students in other disciplines, such as Science and Engineering.

For the past four years, the university has offered a Master of Business Administration degree with a focus on Community Economic Development. This program allows students to learn about unique approaches to economic development in communities throughout Atlantic Canada. It has a proactive and entrepreneurial emphasis. (Visit [www.uccb.ns.ca/business/](http://www.uccb.ns.ca/business/) for information.)

At the certificate level, both Dalhousie University and UCCB collaborate with the Centre for Entrepreneurship Education and Development (CEED) to deliver a program entitled the Entrepreneurial Skills Program. The certificate is issued by the Nova Scotia Department of Education. 

*For information on the certificate program visit:  
[www.planetentrepreneur.com](http://www.planetentrepreneur.com)*

### UBDC CONTACT INFO

**Acadia Centre for Small  
Business and Entrepreneurship**  
Acadia University  
Wolfville, NS B0P 1X0  
Tel: 1 902 585-1180 • Fax: 1 902 585-1057  
acsbe@acadiau.ca  
<http://acsbe.acadiau.ca>

**Centre for Women in Business**  
Mount Saint Vincent University  
Halifax, NS B3M 2J6  
Tel: 1 902 457-6449 • Fax: 1 902 457-6455  
cbw@msvu.ca  
[www.msvu.ca/cbw](http://www.msvu.ca/cbw)

**StFX Enterprise Development Centre**  
St. Francis Xavier University  
65 West St, PO Box 5000  
Antigonish, NS B2G 2W5  
Tel: 1 902 867-5543 • Fax: 1 902 867-2244  
xecd@stfx.ca  
[www.stfx.ca/institutes/xecd](http://www.stfx.ca/institutes/xecd)

**Saint Mary's University Business  
Development Centre**  
1546 Barrington Street  
Halifax, NS B3J 1Z3  
Tel: 1 902 429-2992 • Fax: 1 902 429-0330  
smubdc@ns.sympatico.ca  
[www.smmarys.ca/partners/smubdc/htmls](http://www.smmarys.ca/partners/smubdc/htmls)

**Centre Jodrey**  
Université Sainte-Anne  
Church Point, NS B0W 1M0  
Tel: 1 902 769-3265 • Fax: 1 902 769-2930  
jodrey@klis.com  
<http://home.klis.com/~jodrey>

**Le Centre Assomption de recherche et  
de développement en entrepreneuriat**  
Université de Moncton  
Moncton, NB E1A 3E9  
Tel: 1 506 858-4510 • Fax: 1 506 858-4093  
carde@umanitoba.ca  
[www.umanitoba.ca/carde](http://www.umanitoba.ca/carde)

**PJ Gardiner Institute for  
Small Business Studies**  
Memorial University of Newfoundland  
St. John's, NF A1B 3X5  
Tel: 1 709 737-4549 • Fax: 1 709 737-2383  
rogerp@morgan.ucs.mun.ca  
<http://www.busi.mun.ca/pjg/>

# Micro Credit

IN ATLANTIC CANADA

## Conference focuses on need for small business funding

**W**ithout a doubt, the greatest challenges facing many entrepreneurs and self-employed Atlantic Canadians include where to find critical business funding and the services needed to get an idea off the ground (or keep a business running). Many companies are looking to micro-credit as a solution.

Small businesses – such as the local cabinetmaker, daycare operator or baker – are important to the economy of Atlantic Canada. The success of such businesses leads to job creation and income potential in smaller communities. This is becoming more prevalent now that the internet and electronic commerce make business location less important than it was in the past.

One of the most significant obstacles encountered by the self-employed and aspiring entrepreneurs is raising capital. It's certainly not easy for someone without a job or collateral to find money to finance a business idea. As security lenders, banks simply do not lend small amounts of money to people without income employment or collateral. This is where micro-credit comes into play.

In mid-October, entrepreneurs, development officers, financial services specialists and

community leaders participated in a conference in Mont Carmel, PEI, to discuss the benefits of micro-credit as a tool for community economic development. Key organizations in Atlantic Canada cited a number of opportunities and challenges.

Glen Fitzpatrick manages the Newfoundland-Labrador Federation of Co-operatives Micro-Business Lending Service. "Our program is based on the premise that many people have good self employment ideas but often lack confidence and financing to get started," he explains. He noted that the Micro-Business Lending Service is an alternative to traditional financing. With the service, clients have access to credit and advisory support to help them successfully start or improve their businesses.

It's more than just dollars, added Glen. Many clients cite the networking and marketing support they obtain through membership in business credit groups as being of equal or greater value. Local entrepreneurs develop the skills to participate in the economic growth of a community.

While many different programs exist in Atlantic Canada, micro-loans are generally under \$10,000 and are made to businesses with fewer than three employees. The main

objective of micro-credit is to make financial services accessible to the economically disadvantaged. Peer groups, mentoring, financial literacy, targeted training and IT solutions are key to micro-finance programs.

Organized by the Regional Co-operative Development Centre (RCDC), the conference attracted delegates from Saint John to Western Africa. 

## RCDC Overview

RCDC is an entrepreneurial cooperative created in 1996 to promote, support, advocate and provide leadership in the development of cooperative enterprises and community economic development in the Maritimes. Under direction of the Federal Cooperative Act, it is owned by other cooperatives including Cooperators Insurance, Credit Union Central of NB and PEI, Co-op Atlantic, and La Federation des Caisses Populaires Acadiennes.

*Pierre Dupuis or Colin MacInnis  
123 Halifax St, Moncton, NB, 1 506 858-6041*

*David Daughton  
281 University Ave, Charlottetown, PEI, 1 902 894-7232*

## Newfoundland pilots Community Based Business Plan

by Dan Mosher, ACCED-CCADE

**B**etween January and August 2000, a team of 17 people – including staff, faculty and students from College of the North Atlantic – joined four local entrepreneurs to take part in an exciting pilot project called the Community Based Business Plan (CBBP). This unique pan-Atlantic initiative represents a combination of business plan development and community economic development through venture creation.

The pilot is an initiative of the Atlantic Colleges Committee for Entrepreneurial Development (ACCED-CCADE) with partnership from federal and provincial governments, public colleges and community regional economic development boards. Libby LeVatte, President of ACCED-CCADE, is quick to compliment the group effort. "You are again breaking new ground in entrepreneurship in Atlantic Canada," she says, adding that Newfoundland is often at the forefront of entrepreneurship development in the region.

The CBBP was designed to create viable business ventures that satisfy community

development needs. It seeks to link students and faculty from post-secondary colleges with entrepreneurial initiatives identified by community economic development advocates of Atlantic Canada.

This program provides an avenue for the community colleges and business groups to work together identifying opportunities and creating viable ventures. Students experience 'live work' while contributing to the development of real business plans. The collaboration with entrepreneurs and community economic development professionals provides a great learning environment for students and valuable networking for instructors. "Where better to learn than in the real world?" asks Vince Sampson, one of the mentoring instructors from Stephenville, Newfoundland. "You see the classroom work in action."

During the pilot, multi-discipline teams of students and faculty worked with entrepreneurs in communities throughout western Newfoundland on viable business ventures and community initiatives from ranging from tourism to food production.

"I learned from my fellow students as well as from our entrepreneur," recalls Stephanie Frankland, a third-year Human Resource Management major. "We took this very seriously and helped each other. I now understand how accounting and marketing work in the real world and the other students understand the

importance of human resource planning in business. It's a win-win-win situation!"

Paul Chafe, Vice President of ACCED-CCADE, was the instructor who coordinated this pilot project. "The diversity and applied nature of our programming allow the college to provide a variety of resources that can assist the community in developing viable, sustainable ventures based on the needs of the community," said Mr. Chafe. "College of the North Atlantic is committed to playing a larger role in the development of sustainable businesses at the community level in Newfoundland and Labrador and the CBBP is one vehicle that has great potential."

Once the business plans were completed, the teams presented the plans to a jury of financial, college and community economic development professionals. Libby LeVatte judged the competition and was very impressed. "The plans were excellent and we are all proud of the quality of the work," said Ms. LeVatte. "College students are an untapped resource in the community and what I saw here convinces me that the CBBP will be an important piece in the economic future of Atlantic Canada."

Community colleges in New Brunswick and Nova Scotia, as well as Holland College in Prince Edward Island, are currently developing business plan initiatives. 

*For more information, contact Paul Chafe at College of the North Atlantic 1 709 758-7397 or paul.chafe@northatlantic.nf.ca*

# Entrepreneurial Agency Recognized

There is certainly no shortage of expertise in Atlantic Canada, particularly in the area of entrepreneurial support. The Centre for Entrepreneurship Education and Development (CEED) was recently honoured at a prestigious national competition presented by the Institute of Public Administration of Canada (IPAC).

CEED won a silver award for Innovative Management in the Public Sector, recognizing the quality of its overall work as a catalyst for youth entrepreneurship. The gold award was presented to the Canadian Radio-Television Telecommunications Commission for its Interconnection Steering Committee, and third place went to the Ontario Ministry of Energy, Science and Technology for a Virtual Ministry project.

CEED is a joint venture funded by the Nova Scotia Department of Education and the Canada/Nova Scotia COOPERATION Agreement on Economic Diversification. CEED's ability to function is based on collaborative partnerships with governments and the private-sector, including the Department of Community Services, Human Resources Development Canada, Royal Bank Financial Group, CBC-TV and Atlantic Progress magazine.

Over the past five years, CEED has developed more than 30 partnerships within the public and private sectors, resulting in \$11 million in funds for entrepreneurship programs. This has helped young entrepreneurs to start 700 businesses and created 1,200 jobs. 

# Atlantic youth

AND THE BUSINESS WORLD

Well-established, successful members of the Francophone business community are participating in an exciting new initiative to encourage young people to stay in school.

A project of the Assemblée des aînées et aînés francophones du Canada, this initiative, La jeunesse de l'Atlantique et le monde des affaires, is designed to establish a bridge between young people and the business world and to develop an appreciation of entrepreneurship as a career option. Through consultation, workshops and conferences, retired and pre-retirement entrepreneurs share their knowledge and insights with potential entrepreneurs of tomorrow.

The ultimate purpose of the project is to twin young people with business people and then move on to a phase of individual training or mentoring. The opportunity to learn about stimulating work alternatives can make a big difference in the job outlook of today's youth — allowing them to realize that by staying in school they have a world of job options as entrepreneurs or business professionals.

The Assemblée des AAFC has established four essential partnerships in order to develop this project throughout

the region. In their respective provinces, each partner association will set up a Provincial Committee to work toward building a bank of resource business persons prepared to invest time with students. For further information on the project, contact:

**Assemblée des aînées et aînés francophones du Canada** — André Sarazin  
PO Box 198, Church Point, Nova Scotia B0W 1M0  
Tel: 1 902 837-1081 • Fax: 1 902 837-1082  
bureau@aafc.ca

**Regroupement des aînées et aînés de la Nouvelle-Écosse** — Félicie Belliveau  
PO Box 83, Meteghan River, NS B0W 2L0  
Tel: 1 902 769-2144 • Fax: 1 902 769-0226  
fbelliveau@ns.sympatico.ca

**Association des aînées et aînés francophones du Nouveau-Brunswick** — Willie Lirette  
58 Rue Acadie, Bouctouche, NB E4S 2T3  
Tel: 1 506 743-6900 • Fax: 1 506 743-6906  
wlurette@monet.nb

**Les francophones de l'âge d'or de l'Île-du-Prince-Édouard** — Berthe Blanchard  
494 Lower Malpeque Rd, RR 10, Winsloe, PEI C1E 1Z4  
Tel: 1 902 368-8635 • Fax: 1 902 566-5989

**Fédération des francophones de Terre-Neuve et du Labrador** — Jean-Guy Dionne  
265 Duckworth St, St. John's, NF A1C 1G9  
Tel: 1 709 722-0627 • Fax: 1 709 722-9904  
fftnl@franco.ca

# A Voice for Entrepreneurs With Disabilities

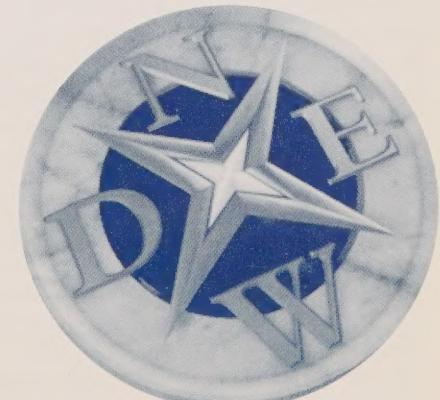
Entrepreneurs face many common challenges when establishing and running a business. Sharing their experiences and lessons-learned is a great way for these business owners to encourage the efforts of other entrepreneurs and to help build a vibrant economy in their communities.

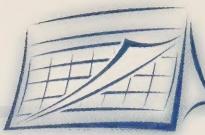
This is one of the major objectives of the Network for Entrepreneurs with Disabilities of Nova Scotia (NEWD), a non-profit organization based in Halifax. Comprised of people with disabilities who own, or plan to start, their own businesses, NEWD seeks to promote and facilitate entrepreneurship among persons with disabilities. Through regular communication with its members, governments and businesses, the group is creating wider appreciation of the unique needs of entrepreneurs with disabilities.

Formed in 1995, NEWD has more than 400 members world wide, working in Canada, USA, India, Philippines, United Kingdom and Australia.

*The Network for Entrepreneurs with Disabilities of Nova Scotia (NEWD)  
c/o Canada/Nova Scotia Business Services Centre  
1575 Brunswick Street  
Halifax, NS B3J 2G1  
Geraldine (Dowling) James,  
Executive Director  
Tel & TTY: 1 902 426-0561*

*Heather MacMullin,  
Information Coordinator  
Tel: 1 902 426-0591  
Fax: 1 902 426-3650  
newd@cbsc.ic.gc.ca  
www.entrepreneurdisability.org*





## UPCOMING EVENTS

To publish an event: 1 800 561-7862, extension 3800 or [einfo@acoa-apeca.gc.ca](mailto:einfo@acoa-apeca.gc.ca)

DATE	EVENT	LOCATION	PROVINCE	INFORMATION
Feb 16-17	Taking the Risk: The Entrepreneurship Voyage. Annual Conference of Atlantic Colleges Committee for Entrepreneurial Development (ACCED).	Saint John	NB	<a href="http://www.acced-ccade.com">www.acced-ccade.com</a>
Feb 21-23	12th Annual National Student Entrepreneurship Conference "Edge of Opportunity"	Toronto	ON	<a href="http://www.acecanada.ca">www.acecanada.ca</a>
Feb 10-11	4H Youth Entrepreneurship Conference	Truro	NS	Contact: Joy Shears 1 902 893-2722
Apr 21	Conseil économique du Nouveau-Brunswick Manager of the Year banquet & AGM	Fredericton	NB	1 800 561-4446
May 15-18	HealthWorld - LifeSciences Forum 2001	Halifax	NS	<a href="http://www.innovacorp.ns.ca/new/">www.innovacorp.ns.ca/new/</a>

# A Voyage Worth the Risk

**T**aking the Risk: The Entrepreneurship Voyage is the theme the 2001 Atlantic conference of the Atlantic Colleges Committee for Entrepreneurial Development-Comité des collèges de l'Atlantique pour le développement entrepreneurial (ACCED-CCADE). Slated for February 16 & 17 in Saint John, NB, the annual conference provides a forum for stakeholders in entrepreneurship development in Atlantic colleges to meet, discuss, plan, and promote the successful

development of entrepreneurship through the region's college education system.

This conference is expected to attract more than 240 college participants and 30 stakeholders from both government and businesses in the private sector.

*For information on this event, visit:  
[www.acced-ccade.com](http://www.acced-ccade.com)*



### WEB LINKS

### ACCED

[www.acced-ccade.com](http://www.acced-ccade.com)

Kudos to the Atlantic Colleges Committee for Entrepreneurial Development for their recently launched web site.

ACCED is a non-profit organization working to position Atlantic Canadian colleges as leaders in entrepreneurial education and practices. By providing a forum for interactive communication, ACCED enables instructors to share ideas, best practices, concerns, experiences and opinions. This new web site allows ACCED to enhance communication in another important way: a pilot project, entitled E-NET Atlantic/Atlantique, offers student and community entrepreneurs to interact on a regional basis sharing their enthusiasm and know-how.

Such interaction helps to prepare students for the realities of being entrepreneurs. It also allows networking between community colleges in Atlantic Canada and community groups interested in sustainable community economic development through viable venture creation across the region.

Visit the site to find out more about the ACCED, its members and programs, and resources available.

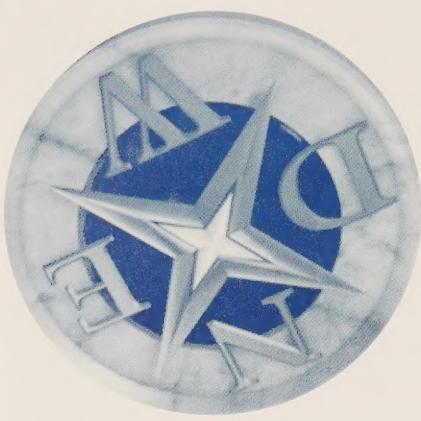
## What do you think?

Is our newsletter introducing you to new programs, people or organizations? Are there issues you would like us to address? Do you have a story idea to contribute?

We welcome (and encourage) your feedback. Please send us any comments, concerns, suggestions or ideas that will allow us to make this publication even more useful to our readers.

**[einfo@acoa-apeca.gc.ca](mailto:einfo@acoa-apeca.gc.ca)**





www.entrepreneurshipatlantic.ca

newd@atc.ca

Tél. : 1 902 426-0590

Coordinatorice de l'information

Héather MacMillan

Tél. et ATME : 1 902 426-0561

dirigeante administrative

Geraldine (Downing) James

Hallifax (N.-É.) B3J 2G1

1575, rue Brunswick

Canada-Nouvelle-France

as du Centre de services aux entreprises

Disabilities of Nova Scotia (NWDF)

The Network for Entrepreneurs with

en Australie.

Formé en 1995, le réseau regroupe plus

de 400 membres dans le monde entier, qui

travaillent au Canada, aux États-Unis, en

Irlande, aux Philippines, au Royaume-Uni et

au Canada (NWDF)

compréhension des besoins uniques des

entrepreneurs, le groupe permet d'élargir la

members, les souvenements et les

communautés régionales avec des

personnes handicapées. Grâce à des

facilité d'entrepreneuriat chez les

entrepreneurs à promouvoir et à

prévoient demeurer leur propre entreprise,

personnes handicapées qui possèdent ou

lucratif établi à Halifax (N.-É.). Formé de

Nouvelle-France), un organisme à but non

(réseau d'entrepreneurs handicapés de la

Disabilities of Nova Scotia (NWDF)

C'est l'un des principaux objectifs que

visé le Network for Entrepreneurs with

Disabilities (NWDF), un organisme dynamique

et d'aider à bâtir une économie collective

au sein de leur collectivité.

stimuler les efforts d'autres entrepreneurs

d'entrepreneur un excellent moyen de

apparties constiue pour ces propriétaires

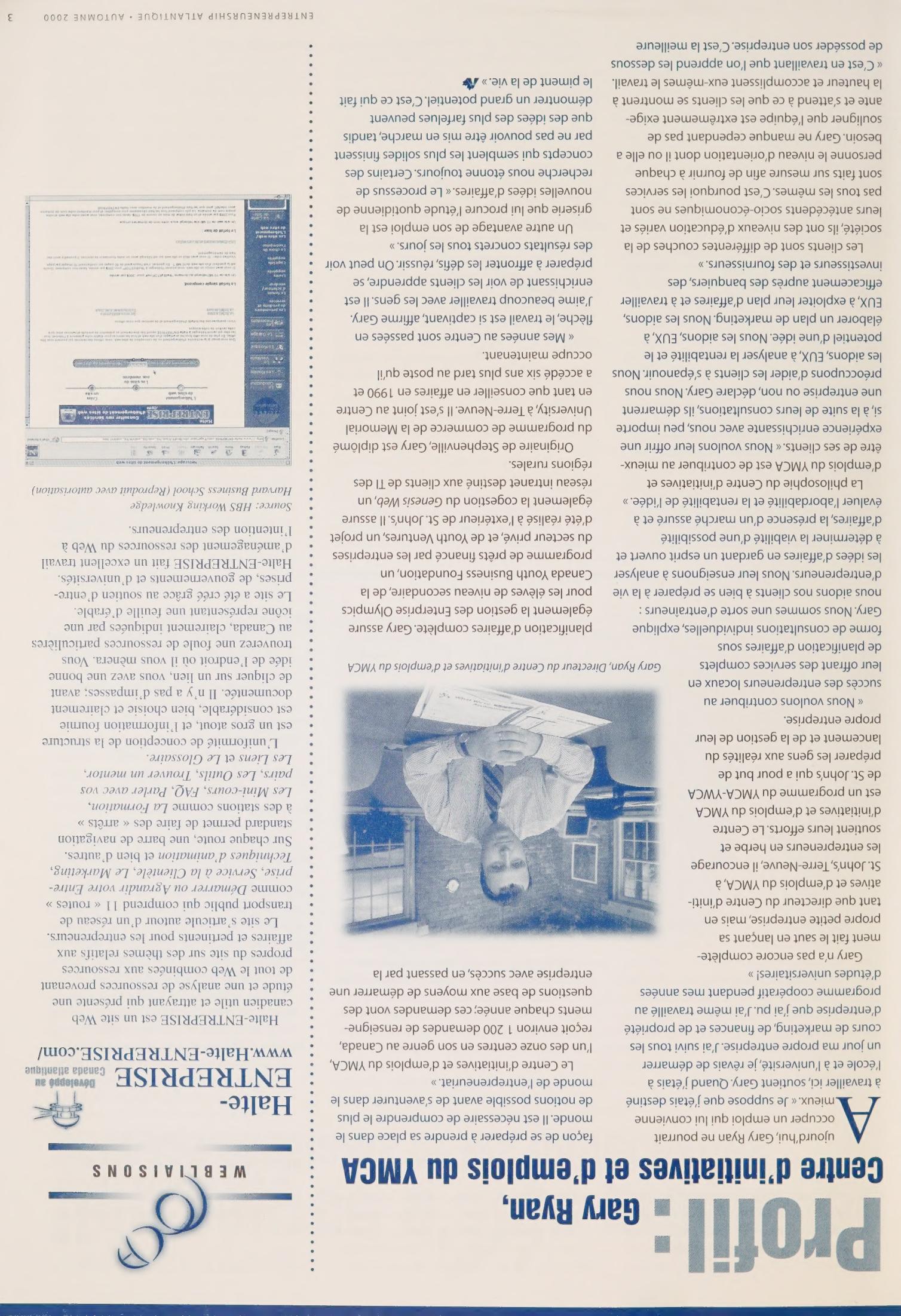
partage des expériences et des leçons





MANDATS ET SERVICES

# Une source d'aide précieuse pour les étudiants et les collectivités





## A l'intérieur

suive à la page 2

de qualité supérieure et à pu continuer d'appuyer sa politique qui consiste à soutenir aux clients une « démarche pairie de consommation, Robert Zildjian, de Sabian Ltd, Meductic (N.-B.) a remporté la palme. »orsqu'il a fondé Sabian Ltd. en 1982, M. Zildjian s'est appuyé sur une tradition amillaie qui remonte au XVII<sup>e</sup> siècle dans la fabrique où remonte de qualité supérieure.



magasin Logue Optical avec son épouse, Doreen, en 1984. Souci eux de fournir aux clients des produits et des services de qualité, M. Gary et son épouse d'emplois ont formé une société qui comprend 4 succursales établies dans six provinces. Grâce à son matériel de pointe, Logue Optical produit avec efficacité des lentilles

amélioré leur gestion de l'énergie. Enerplan est l'une des sociétés qui ont connu l'expansion la plus rapide au Canada atlantique. Dans la catégorie Produits et services inter-entreprises, le lauréat est Free d'Smithers, de Secunda Maritime, Dartmouth N.-E., M. Smithers a fondé sa société en 1982, au cœur du boom lié à l'exploration pétrolière extractrice au Canada atlantique, afin d'appuyer un soutien maritime aux efforts d'exploitation et d'exploitation diversifiée des activités au fil des années en exploitation des débouchés sur les marchés internationaux; elle compte maintenant plus de 500 employés et possède une flotte de 18 navires. Secunda fournit aussi des services de remorquage de haute mer, des chalands de sauvetage et de cargos de ligne ainsi que des services d'installation de câbles à fibres optiques sous l'eau. M. Smithers a également été honoraire lors des cérémonies du Grand Prix de l'entrepreneur au Canada où il a reçu une mention honorifique. Le lauréat dans la catégorie Produits et services au détail est Wayne D. Gray, de D'ouze Optical, Charlottetown (I.-P.-E.).

honorés lors des de la cérémonie annuelle qui a lieu à la mi-octobre. En plus du Grand prix de l'entrepreneur, M. Dobbin a reçu un prix spécial de l'entrepreneur de l'année en 1977, après avoir dans cette industrie en 1977, après avoir pris conscience des possibilités dans le transport par hélicoptère qui n'existe pas dans cette industrie en 1977, après avoir travaillé pour un calibre mondial, emploie plus de 2 800 personnes et possède un parc de 320 appareils répartis dans 21 pays. « L'excellence entrepreneuriale de Craig Dobbin lui a permis de faire de maintenir une société d'hélicoptère des actions dans le public, il exploite maintenant une société d'hélicoptère de calibre mondial, emploie plus de 2 800 travailleurs et possède un parc de 320 appareils répartis dans 21 pays. » Craig Dobbin a été nommé John Carter, directeur du Grand prix de l'entrepreneur dans l'Atlantique et associé directeur, Ernst & Young, région de l'Atlantique. « Son engagement et sa volonté de réussir constitue la force motrice de cette entreprise maintenant internationale. Craig est un modèle canadien de l'entrepreneur et un exemple pour les jeunes entrepreneurs de l'Atlantique. » D'autre part, M. Dobbin a été honoreé lors de la cérémonie de l'entrepreneur de l'année au Canada qui s'est tenue à Ottawa le 1<sup>er</sup> novembre.

AU CANADA ATLANTIQUE

# Hommage aux entrepreneurs de l'année

Bulletin de la région atlantique sur le développement de l'entrepreneuriat

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# A T L A N T I Q U E

# ENTREPRENEURSHIP